

WHAT IS CLAIMED IS:

1. A method of establishing a session, via the Internet, between a user and an application, comprising the steps of:
 - providing a plurality of instances of the application, each of the instances having a respective Internet address;
 - the user accessing one of said instances, via the Internet, by means of the Internet address of said one instance;
 - said one instance selecting one of the instances, according to a defined procedure, for a session with the user;
 - said accessed one instance sending to the user an identifier for accessing said selected one instance; and
 - the user accessing the selected one instance, via the Internet, by using said identifier.
2. A method according to Claim 1, wherein the step of selecting one of the instances includes the step of selecting one of the instances based on the geographic location of the user.
3. A method according to Claim 1, wherein each of the instances has a respective Uniform Resource Locator, and the step of the accessed one instances sending to the user an identifier for accessing the selected one instance includes the step of said accessed one instance sending to the user the Uniform Resource Locator of said selected one instance.
4. A method according to Claim 1, wherein the accessed one instance includes a first table identifying, for each of a set of users, an associated geographic region, and a second table identifying, for each geographic region identified in the first table, an associated one of the instances, and wherein the step of selecting one of the instances includes the steps of, the accessed one instance, region identified in the first table, an associated one of the instances, and wherein the step of selecting one of the instances includes the steps of, the accessed one instance, region identified in the first table, an associated one of the instances, and wherein the step of selecting one of the instances includes the steps of, the accessed one instance, obtaining from the first table, the geographic region associated with the user; and

obtaining from the second table, the instance associated with the obtained geographic region.

5. A method according to Claim 1, wherein the step of selecting one of the instances includes the step of selecting one of the instances based on user profiles.

6. A method according to Claim 5, wherein said user profiles are configurable.

7. A system for establishing a session, via the Internet, between a user and an application, comprising:

a plurality of servers providing a plurality of instances of the application, each of the instances having a respective Internet address;

the user accessing one of said instances, via the Internet, by means of the Internet address of said one instance;

one of said instance including

i) means, acting in response to said one of said instances being accessed, via the Internet by a user, for selecting one of the instances, according to a defined procedure, for a session with the user, and

ii) means for sending to the user an identifier for accessing said selected one instance, thereby to enable the user to access the selected one instance, via the Internet, by using said identifier.

8. A system according to Claim 7, wherein the means for selecting one of the instances includes means for selecting one of the instances based on the geographic location of the user.

9. A system according to Claim 7, wherein each of the instances has a respective Uniform Resource Locator, and the means for sending to the user an identifier for accessing the selected one instance includes means for sending to the user the Uniform Resource Locator of said selected one instance.

10. A system according to Claim 7, wherein:
the one of the instances further includes a first table identifying, for each of a set of users, an associated geographic region, and a second table identifying, for each geographic region identified in the first table, an associated one of the instances; and
the means for selecting one of the instances includes
- i) means for obtaining from the first table, the geographic region associated with the user; and
 - ii) means for obtaining from the second table, the instance associated with the obtained geographic region.
11. A system according to Claim 7, wherein the means for selecting one of the instances includes means for selecting one of the instances based on user profiles.
12. A method according to Claim 11, wherein said user profiles are configurable.
13. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for establishing a session, via the Internet, between a user and an application, said method steps comprising:
providing a plurality of instances of the application, each of the instances having a respective Internet address;
the user accessing one of said instances, via the Internet, by means of the Internet address of said one instance;
said one instance selecting one of the instances, according to a defined procedure, for a session with the user;
said accessed one instance sending to the user an identifier for accessing said selected one instance; and
the user accessing the selected one instance, via the Internet, by using said identifier.
14. A program storage device according to Claim 13, wherein the step of selecting one of the instances includes the step of selecting one of the instances based on the geographic location of the user.

15. A program storage device according to Claim 13, wherein each of the instances has a respective Uniform Resource Locator, and the step of the accessed one instances sending to the user an identifier for accessing the selected one instance includes the step of said accessed one instance sending to the user the Uniform Resource Locator of said selected one instance.

16. A program storage device according to Claim 13, wherein the accessed one instance includes a first table identifying, for each of a set of users, an associated geographic region, and a second table identifying, for each geographic region identified in the first table, an associated one of the instances, and wherein the step of selecting one of the instances includes the steps of, the accessed one instance,

obtaining from the first table, the geographic region associated with the user; and

obtaining from the second table, the instance associated with the obtained geographic region.

17. A program storage device according to Claim 13, wherein:

the step of selecting one of the instances includes the step of selecting one of the instances based on user profiles; and

said user profiles are configurable.